

## TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	CHANGE OF NAME		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Sega Enterprises Ltd.		11/01/2000	CORPORATION: JAPAN
RECEIVING PARTY DATA			
Name:	Kabushiki Kaisha Sega		
Doing Business As:	Sega Corporation		
Street Address:	2-12, Haneda 1-chome, Ohta-ku		
City:	Tokyo		
State/Country:	JAPAN		
Entity Type:	CORPORATION: JAPAN		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	1690329	GENESIS	
CORRESPONDENCE DATA			
Fax Number:	2127845777		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	2127845800		
Email:	trademarks@hblaw.com, kdanish@hblaw.com		
Correspondent Name:	Keith E. Danish		
Address Line 1:	Seven Times Square - 44th Floor		
Address Line 2:	Hiscock & Barclay, LLP		
Address Line 4:	New York, NEW YORK 10036		
ATTORNEY DOCKET NUMBER:	720374.3057884		
DOMESTIC REPRESENTATIVE			
Name:	Keith E. Danish		
Address Line 1:	Seven Times Square - 44th Floor		

CH \$40.00 1690329

Address Line 2: Hiscock & Barclay, LLP  
Address Line 4: New York, NEW YORK 10036

NAME OF SUBMITTER:	Keith E. Danish
Signature:	/ked/
Date:	05/11/2012
Total Attachments: 0	

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